

16th YEAR • A WEEKLY PUBLICATION

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4/2/56

1956

fashion

calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.

TRAfalgar 9-2343

january							february							march						
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RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

WEEK BEGINNING SUNDAY, APRIL 1, 1956

EASTER ACTIVITIES IN NEW YORK CITY

Sunday April 1 12:00 Noon And 2:30 P.M.	ANNUAL EASTER SUNDAY "BRACER" BREAKFAST Door prizes will include hats, jewelry and bags. Also, entertainment by Fred Astaire dancing studio. Price--\$5.00; reservations--Alfred, EL. 5-5000. Contact: Helen Boyd, EL. 5-5000.	HOTEL MADISON (15 EAST 58TH ST.)	CAFE MADISON & MAIN DINING ROOM
Sunday April 1 12:45 P.M. Luncheon	SPRING FASHIONS AT EASTER LUNCHEON Gowns by Carrie Munn at Easter luncheon. Price--\$8.00; contact: Banquet Dept., PL. 5-1000. Produced by Mary Alice Rice, CI. 6-1790.	CARRIE MUNN	HOTEL AMBASSADOR TRIANON ROOM
Sunday April 1 1:00 P.M. Luncheon	BENEFIT LUNCHEON ON EASTER SUNDAY "Mists of Time"--a musical cavalcade of Easter fashions from 1620 to today, with modern hats by John Frederics and fashions by Pauline Trigere, for benefit of Visiting Nurse Service of N.Y. A panel of men will judge hats of guests in audience. Reservations--\$7.50; contact: "Beverly", TE. 8-8000. John Frederics Publ: Joseph Mann, CI. 7-7745. Commentator and Fashion Director: Nola Luxford, TE. 8-8000.	JOHN FREDERICS; PAULINE TRIGERE	HOTEL PIERRE COTILLION ROOM
Sunday April 1 1:00 P.M. Brunch	SPRING FASHIONS AT EASTER LUNCHEON "Easter Promenade"--featuring White Shoulders by Evyan; and fashions by Russeks. Showing at 2:15 P.M. Price--\$6.00, contact: EL. 5-2600, Ext. 152. Commentator and publicity: Florence Lord of Russeks, WI. 7-1900.	RUSSEKS FIFTH AVENUE; EVYAN PARFUM	SAVOY PLAZA HOTEL SAVOY & CAFE ROOMS
Sunday April 1 1:00 P.M.- 4:00 P.M. Luncheon	EASTER LUNCHEON FASHION SHOW Dresses--Oleg Cassini; furs--Gunther Jaeckel; hats--Walter Florell, G. Howard Hodge; shoes--David Evans; gloves--Crescendoe; stockings--Humming Bird; jewels--Trifari; perfume--Evyan; make up--John Robert Powers; flowers--Orchid Haven; children's dresses--Celeste; boys' suits--Hi-Line. Price--\$12.50, contact: Martha Palmer at Foundation, 500 Fifth Avenue, OX. 5-5262.	SISTER ELIZABETH KENNY FOUNDATION	HOTEL AMBASSADOR BALLROOM
Sunday April 1 1:00 P.M. Brunch	MILLINERY FASHIONS AT EASTER BRUNCH Velvet hats by Walter Florell and furs by Joseph Bernham. Show at 2:00 P.M. Reservations: MU. 8-3023. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	CHAPEAU ROUGE 14 EAST 52ND STREET

(Continued on next page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>EASTER ACTIVITIES IN NEW YORK CITY (Continued)</u>			
Sunday April 1 1:00 P.M. Brunch	SPRING FASHIONS AT EASTER SHOW "Champagne and Roses"--Easter fashion show by Seymour Jacobson. Hats--John Frederics, Emme, Gustavo, Cesar Rubio, Laddie Northridge. Furs--Givenchy for J.F. Morris. Panel: Earl Wilson, Peter Donald, Joey Adams, Brian Sullivan. Price--\$5.00; contact: Mr. Gilbert, CI. 6-7700. Seymour Jacobson Publicity: Peggy Cantor, CH. 4-3488.	SEYMOUR JACOBSON, INC.	HAMPSHIRE HOUSE FOUNTAIN ROOM
Sunday April 1 1:00 P.M. Brunch	FASHIONS & HATS AT EASTER SHOW Fashions by Ingrid and millinery by Mr. John will be presented at Easter brunch. Commentator: Virginia Graham. Price--\$7.00; contact: CI. 7-2700. Publicity: Ted Howard Assoc., JU. 6-0946.	GREENWICH VILLAGE HUMANE LEAGUE, INC.	WARWICK HOTEL RALEIGH ROOM
Sunday April 1 1:15 P.M. Luncheon	BENEFIT LUNCHEON ON EASTER SUNDAY Fashions by Fontana of Rome and hats by Emme will be presented at Easter luncheon for benefit of Judson Health Center. Price--\$8.00; contact: Banquet Dept., PL. 9-3000. Plaza Fashion Dir: Mary Alice Rice, CI. 6-1790.	FONTANA OF ROME; EMME	HOTEL PLAZA RENDEZ-VOUS ROOM
Sunday April 1 2:00 P.M. And 6:00 P.M.	SUMMER FASHIONS AT EASTER SHOWINGS "Preview of Summer Fashions" will be presented by the International Silk Association with fashions by leading designers; hats--Lilly Dache; furs--Ritter Brothers; shoes--Delman. Commentators: Eleanor Lambert and Jinx Falkenburg McGrary. Price--\$7.50; contact: Headwaiter, EL. 5-3000. Part of proceeds to N.Y. March of Dimes. Int'l Silk Publ: Eleanor Lambert, MU. 8-2130. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	INTERNATIONAL SILK ASSOCIATION, U.S.A.	WAUDORF-ASTORIA EMPIRE & SERT RMS.
Sunday April 1 4:30 P.M.- 8:00 P.M.	PARADE OF "DOGS & DOLLS" Annual Easter party for benefit of animal adoption service of A.S.P.C.A., with a parade of adopted dogs--accessorized by Canine Couturiere. Models will wear hats by Eve Tartar. Commentator: Debra Frye. Price--\$5.00, contact: Mrs. George F. Elliott, PL. 5-1650.	FOR BENEFIT OF A.S.P.C.A.	SAVOY PLAZA HOTEL GOLD SUITE
Monday April 2 12:30 P.M. Luncheon	IMPORT COPIES AT LUNCHEON SHOW Copies of French originals; also, boutique fashions by Alice Schweitzer, hats by Kay Durnford, furs by Armand Chene. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Martha Matzner contact: PL. 8-2875. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MARTHA MATZNER (30 EAST 54TH ST.)	HOTEL PLAZA PERSIAN ROOM
Beginning Monday April 2	ADVANCE FALL COAT COLLECTION Showing of Max Milstein's advance Fall coat collection. By appointment. Contact: WI. 7-4223.	MAX MILSTEIN	230 WEST 39TH STREET SHOWROOM - 9TH FLOOR
Tuesday April 3 9:30 A.M. Breakfast	PREVIEW OF FASHIONS BY GRETA PLATTRY Best will preview Summer sportswear by Greta Plattery. By invitation only. Publicity: Gay Stearns, PL. 9-2000.	BEST & CO.	13TH FLOOR RECREATION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 3 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON Claire Schaffel gowns; Margaret Cody hats; flowers by Kathryn Churchill at a benefit luncheon for St. Luke's Hospital Auxiliary. Price--\$7.50; contact: Mrs. Wheaton M. Grant, 136 E. 79th St., RE. 7-6508. Claire Schaffel contact: PL. 5-2521. Pierre Fashion Dir: Nola Luxford, TE.8-8000.	CLAIRE SCHAFFEL (558 MADISON AVE.)	HOTEL PIERRE BALLROOM
Tuesday April 3 3:30 P.M. Cocktails	PREVIEW OF NEW WATCH BANDS The Gemex Corp. will preview their new leather and metal watch bands, co-ordinated with Summer fashions by Ceil Chapman. By invitation only. Contact: Robert Mackall, MU. 2-9142.	THE GEMEX CORP. (UNION, N.J.)	STORK CLUB 3 EAST 53RD STREET
Tuesday April 3 5:30 P.M.- 7:30 P.M. Cocktails	EXHIBIT OF FABRICS AND HANDICRAFTS Exhibit of Indian fabrics, menswear, handicraft products. Also, award to Norman Norell for his work with Indian fabrics. By invitation. Publicity: Anne Winter, PL. 1-0272.	INDIA GOVERNMENT TRADE CENTER	19 EAST 49TH STREET
Wednesday April 4 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING Speaker: William T. Snaith, Raymond Lowey Assoc. Commentator & Chairman: Janet Livingstone; Co-Chmn: Frances Clarke. Prices: \$5.50, members; \$6.50, guests. Exhibit from 10:00 A.M.-4:00 P.M.; \$1.00 at door for non-holders of luncheon tickets. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATOR-ASTOR BALLOOM
Wednesday April 4 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM Headwaiter, EL. 5-3000. Waldorf Fashion
Wednesday April 4 4:30 P.M. Cocktails	PRESS PREVIEW: LINENS FOR OUTDOOR DINING "Barometer of Outdoor Dining - Macy's New Gay Table Linens" at showing for the press. By invitation. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday April 5 10:30 A.M.	PRESS PREVIEW OF SPRING FURS Gunther Jaeckel will preview their "little furs" for Spring. By invitation only. Publicity: Carole Paley, PL. 5-7000.	GUNTHER JAECKEL	2ND FLOOR FUR SALON
Thursday April 5 12:30 P.M. Luncheon	BOUTIQUE IMPORTS AT LUNCHEON SHOW Helena Rubinstein and Gourielli boutique originals will be presented by Betty Metcalf. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publicity: Patrick O'Higgins at Gourielli, EL. 5-2100. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BETTY METCALF BOUTIQUE (16 E. 55)	HOTEL PLAZA TERRACE ROOM
Thursday April 5 4:00 P.M.- 6:00 P.M. Cocktails	ADVANCE PRESS SHOWING OF FALL SHOES Dunn and McCarthy, manufacturers of Enna Jetticks and Jett-Aire shoes, will preview their Fall and Winter 1956 shoes, designed by Hank Davidson. By invitation. Contact: Paul Roth, Johnson-Roth Assoc., MU. 5-6242.	DUNN AND McCARTHY, INC. (AUBURN, N.Y.)	HOTEL AMBASSADOR CRYSTAL SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 9 2:30 P.M.	SUMMER DRESSES BY JERRY GILDEN Russeks will present Spring fashions by Jerry Gilden. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Tuesday April 10 1:00 P.M.	TRANSITION DRESSES BY LEE EVANS Mr. Mort's transition dress collection, designed by Lee Evans. By invitation. Also, April 11, 12, 13 at 1:00 P.M. Contact: Jean Ring, OX. 5-4760.	MR. MORT, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Tuesday April 10	OPENING OF ADVANCE FALL COAT COLLECTION Opening of Originala's advance Fall coat collection. By appointment only. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Wednesday April 11 12:30 P.M. Luncheon	SPRING FASHIONS BY LENTZ DIMINUTIVES Altman's will present Spring fashions by Lentz Diminutives during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Altman Publicity: Eleanor Horton, MU. 9-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	B. ALTMAN & CO.	WALDORF-ASTORIA EMPIRE ROOM
April 15	FEDERAL AND NEW YORK STATE INCOME TAXES DUE.		
Monday April 16 1:00 P.M.	TRANSITIONAL COTTONS BY ALAN PHILLIPS "Entr'Acte"--transitional all-occasion cotton dresses, designed by Alan Phillips, daily at 1:00 P.M. Publicity: Ken Williams, JU. 6-8217.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday April 17 11:00 A.M.	PREVIEW: SUMMER READY-TO-WEAR Bergdorf Goodman will invite the press to preview their Summer ready-to-wear fashions. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR COUNTRY & CASUAL SHOP
Tuesday April 17 4:30 P.M. Cocktails	"GOOD DESIGN FOR WASHABLE WOOLENS" A competition among garment manufacturers--"Good Design for Washable Woolens"--sponsored by Sanforlan of the Sanforized Division of Cluett, Peabody & Co. All entries will be presented at a 5:00 P.M. fashion show for buyers and press, by invitation only. Publicity: Bess Williams at Young & Rubicam, MU. 9-5000.	SANFORLAN (CLUETT, PEABODY & CO.)	HOTEL PIERRE GRAND BALIROOM
Wednesday April 18 7:00 P.M. Dinner	DINNER HONORING OUTSTANDING MERCHANTS Eighth Annual Brand Names Retailer of the Year Award will be presented at a dinner, with Vice-President Richard M. Nixon as principal speaker. Price: \$25.00. (Brand Names Week, April 15-21.) Contact: George Hallock or Nathan Keats, MU. 5-0888.	BRAND NAMES FOUNDATION (437 FIFTH AVENUE)	WALDORF-ASTORIA BALLROOM
Thursday April 19 12:00 Noon Luncheon	HOME FURNISHINGS DIVISION LUNCHEON The Fashion Group will hold its Home Furnishings Division Luncheon. Co-Chairmen: Barbara Lewis of Fox-Lewis; Gertrude Dixson of "American Home". (Prices and more details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALI ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 19 4:00 P.M. Cocktails	WOMEN'S & CHILDREN'S FALL FASHIONS White Stag will preview their women's and children's fashions for Fall to press and buying offices. <u>Showing at 4:30 P.M.</u> By invitation only. Contact: Barbara McGinnis, BR. 9-1975.	WHITE STAG (1407 BROADWAY)	HOTEL PIERRE ROOF
Friday April 20 8:00 P.M. Dinner- Dance	FIFTH ANNUAL "APRIL IN PARIS" BALL Fifth annual "April in Paris" Ball, a gala dinner-dance for benefit of French Hospital of N.Y. and the American French Foundation charities, with fashions by--Desses, Dior, Fath, Castillo of Lanvin, Givenchy; and hats by leading Paris milliners. Sponsored by Air France, Cartier and Coty. Honorary Chairman: Mrs. Dwight D. Eisenhower. Reservations--\$100.00; contact: Mr. Philippe's Office, 301 Park Avenue, EL. 5-5725.	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
Monday April 23 4:00 P.M.- 7:00 P.M.	PREVIEW OF FALL SHOE COLLECTION Cocktail party to meet Andre Perugia, and showing of Fall shoe collection. By invitation only. Publicity: Ruth Hammer Assoc., EL. 5-7872.	I. MILLER & SONS	350 FIFTH AVENUE SHOWROOM - 71ST FLOOR
Tuesday April 24 10:30 A.M. And 3:00 P.M.	PREVIEW: FALL AND HOLIDAY SHOES Oomphies will preview their Fall and Holiday shoes to the press at 10:30 A.M.; and to the trade at 3:00 P.M. By invitation only. Contact: Marianne Tater, LO. 4-9495.	OOMPPIES, INC.	350 FIFTH AVENUE SHOWROOM - 77TH FLOOR
Tuesday April 24 12:30 P.M. Luncheon	ANNUAL BENEFIT FASHION SHOW "Italian Holiday"--daytime and evening fashions by the Fontana Sisters of Rome. For benefit of National Jewish Hospital at Denver, a free non-sectarian tuberculosis medical center. By reservation with sale of \$25.00 contributions book. Fontana Publicity: Gino di Grandi, PL. 3-4216. Hospital Public Relations: Flora Kaiser, 19 W. 44th St., VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday April 24 3:30 P.M.- 4:30 P.M.	PREVIEW: LATE SPRING AND FALL FURS Exclusive sports car and formal fur fashions will be previewed to the press. By invitation only. Publ.: Frances L. Russell, PL. 3-2697.	HOUSE OF ARONOWICZ	19 WEST 57TH STREET SALON - 5TH FLOOR
Tuesday April 24 5:00 P.M. Cocktails	COCKTAIL PARTY BY GUILD MEMBERS The Guild of Better Shoe Manufacturers' cocktail party for press and trade. By invitation only. (Members--Beleganti, Evins, Fox Shoe Co., Jarro Bros., Herbert Levine, John Marino, I. Miller, Newton Elkin, Palter DeLiso, Riviera Shoes, Seymour Troy, Simone, M. Wolf & Sons, Wolsam Ltd., Zuckerman & Fox--will show in individual showrooms all week.) Contact: John Jerro, 40 West 27th St., MU. 4-3191.	GUILD OF BETTER SHOE MANUFACTURERS	SHERRY NETHERLAND CRYSTAL PAVILLION
Wednesday April 25 12:30 P.M. Luncheon	SUMMER BEACHWEAR AND SEPARATES AT LUNCHEON Arnold Constable will present Summer beachwear and separates during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 26 9:00 A.M. Breakfast	FALL KNITWEAR BY RITA JACOBS Joseph Guttman will preview Fall knitted dresses, coats and costumes, designed by Rita Jacobs. <u>Showing at 9:30 A.M.</u> By invitation only. Publicity: Donna Cannon, MU. 7-5447.	JOSEPH GUTTMAN (1407 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Friday April 27 9:30 A.M. Breakfast	PREVIEW: "TRAVEL TIME" FASHIONS Abraham & Straus will invite the press to preview Summer vacation and travel fashions. By invitation only. Showing to public, April 30-May 5, with storewide activities. Publicity: Dolores Hartig, TR. 5-7200.	ABRAHAM & STRAUS	7TH FLOOR EXEC. CONF. ROOM
April 29- May 5	NATIONAL BABY WEEK. Contact: Earnshaw Publications, 101 W. 31st St., WI. 7-9804.		
Tuesday May 1- May 31	SEVENTH ANNUAL LACE FESTIVAL Theme: "Lace Travels in Fashion"--International Lace Festival. Publicity: Gladys Steiner at Lester Harrison, 341 Madison Ave., MU. 9-1630.	THE LACE INSTITUTE	THROUGHOUT THE COUNTRY
Wednesday May 2 12:30 P.M. Luncheon	PREVIEW OF FASHIONS IN TYCORA YARNS Textured Yarn Company will present new developments in Tycora yarns and Fall fashions for men, women and children. By invitation only. Contact: Rita Jane Lysen or Elinor Frank, Daniel J. Edelman & Assoc., MU. 5-8359.	TEXTURED YARN CO.	HOTEL PIERRE ROOF GARDENS
Tuesday May 8 12:00 Noon Luncheon	PREVIEW OF FALL CORDUROY FASHIONS Cone Mills will present Fall fashions in corduroy. By invitation only, to press and buyers. Publicity: Ruth Hammer Assoc., EL. 5-7872.	CONE MILLS (59 WORTH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday May 9 9:00 A.M.- 11:00 A.M. Breakfast	"SHEER FLATTERY" MAKE-UP AND FASHIONS Introduction of Lady Esther's new complete cream make-up "Sheer Flattery", with fashions from French Fabrics Corp. By invitation only. Contact: Ethel Aaron, Robert S. Taplinger & Assoc., PL. 7-8040.	LADY ESTHER; FRENCH FABRICS CORP.	HOTEL PARK LANE CRYSTAL ROOM
Wednesday May 9 12:00 Noon Luncheon	CHILDREN'S DIVISION LUNCHEON MEETING The Fashion Group will present its Children's Division luncheon meeting. (Prices and more details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM
Sunday May 13	MOTHER'S DAY. Theme: "There's Nothing Too Good For Mom." Contact: Arthur Freeman, 129 W. 30th St., LO. 5-4700.		
Monday May 14 12:15 P.M.; 6:00 P.M.	SUMMER COTTONS BY KAY WINDSOR Saks 34th will present Kay Windsor's "Summer Symphony" cottons at 12:15 and 6:00 P.M. Press invited at 12:15. (<u>Note Change of Date.</u>) Publicity: Arthur See, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR
Monday May 14- May 19	ANNUAL NATIONAL COTTON WEEK Theme: "Pick Your Cottons Now"--26th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, BR. 9-4920.	NATIONAL COTTON COUNCIL (112 WEST 34TH STREET)	THROUGHOUT THE COUNTRY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday May 14- May 25	OPENING OF FALL DRESS COLLECTIONS The following members of the FOGA will open their Fall collections earlier this season, with majority opening week of May 14: LARRY ALDRICH CO., INC. BEN BARRACK, INC. HARVEY BERIN LTD. WILLIAM FOX, INC. ED GERRICK, INC. A. GOODMAN & CO. GRABOIS Contact: Leonard Gandler, FOGA Exec. Secy, 1440 Broadway, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. JACK HORWITZ ASSOCIATES NAT KAPLAN, INC. DAVID LEVINE CO. ROSALIE MACRINI-- (BARBARA COSTUME CO.) PAUL PARNE CORP. BEN REIG, INC.	MANUFACTURERS' SHOWROOMS RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDEHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE HANNAH TROY, INC. SAMUEL WINSTON, INC.

Beginning Wednesday May 16	OPENING OF FALL DRESS COLLECTION Mignon will present their Fall collection of misses' daytime, afternoon and cocktail dresses. Contact: Florence Farmer, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday May 17 9:00 A.M. Breakfast	LEATHER PREVIEW BY BONNIE CASHIN Philip Sills will preview his Fall collection of leathers, designed by Bonnie Cashin. <u>Showing at 9:30 A.M.</u> By invitation only. Publicity: Donna Cannon, MU. 7-5447.	PHILIP SILLS	HAMPSHIRE HOUSE THE COTTAGE
Monday May 21 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Christian Dior-New York will preview their Fall collection at 10:30 A.M. to the press. Trade showings at 2:30 P.M., May 21, 23, 25, June 5, 7. By invitation. Contact: PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON - 7TH FLOOR

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.			
<u>MONDAY, MAY 21</u>	Zoltan Rosenberg Co.	2:30 P.M.	550 7TH, LA. 4-6691
<u>TUESDAY, MAY 22</u>	Adler & Adler, Inc.	10:30 A.M.	550 7TH, BR. 9-9600
	Kane Weill.	10:30 A.M.	498 7TH, LO. 5-3041
	Sport-Craft, Inc.	2:30 P.M.	550 7TH, LA. 4-9724
<u>WEDNESDAY, MAY 23</u>	Davidow.	10:30 A.M.	550 7TH, PE. 6-6909
	David M. Goodstein, Inc.	10:30 A.M.	498 7TH, LA. 4-2577

Tuesday May 22 11:00 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Seymour Fox will preview his Fall coat and suit collection. By invitation. <u>Trade showings</u> , by appointment, at 10:00 A.M., June 5, 6, 7, 12, 13, 14, 19, 20. Publicity: Sally McKay, LO. 4-3246.	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Wednesday May 23 10:30 A.M.	OPENING OF FALL COAT & SUIT COLLECTION George Carmel will show Fall coats and suits at 10:30 A.M. daily. By invitation. Contact: Laurence Carmel, LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
May 30	MEMORIAL DAY--Legal Holiday (Wednesday).		

MOVIES...MUSIC...THEATRE...OPERA...BALLET

Saturday
March 31

PREMIERE: "MIRACLE IN THE RAIN" (Movie) LOEW'S STATE, B'WAY & 45TH ST. Jane Wyman and Van Johnson will star in the Warner Brothers love story by Ben Hecht. Producer: Frank P. Rosenberg. Director: Rudolph Mate. Costumes: Milo Anderson. Warner Publicity: Eve Siegel, CI. 6-1000.

Monday
April 2

TWENTY-FIRST WEEK: METROPOLITAN OPERA MET OPERA HOUSE, B'WAY & 39TH ST. Mon., April 2: Verdi's LA FORZA DEL DESTINO. Tues., April 3: Mozart's COSI FAN TUTTE. Wed., April 4: Puccini's TOSCA. Thurs., April 5: Bizet's CARMEN. Fri., April 6: Wagner's PARISIFAL. Sat., Mat., April 7: Mozart's LE NOZZE DI FIGARO. Sat., Eve., April 7: Puccini's LA BOHEME. Publicity: Francis Robinson, FE. 6-1200.

Tuesday
April 3

OPENING: "A MONTH IN THE COUNTRY" PHOENIX THEATRE, 2ND AVE. & 12TH ST. Luther Adler, Uta Hagen, Mary Morris, Alexander Scourby, Michael Strong will be featured in Ivan Turgenev's comedy, adapted by Emlyn Williams. Director: Michael Redgrave. Setting and lighting: Klaus Holm. Costumes: Alvin Colt. Publicity: Robert Ganshaw, OR. 4-7050.

Wednesday
April 4
8:30 P.M.

OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST. Premiere opening of the Ringling Bros. and Barnum & Bailey Circus for the benefit of the Police Athletic League. Tickets--\$5.00-\$75.00; contact: Michael Crishan, Hotel Biltmore, Room 50, MU. 5-1967. Thereafter through May 13, \$1.50-\$6.50. Publicity: Bill Doll, WI. 7-2386.

Wednesday
April 4

SECOND WEEK: N.Y. CITY OPERA CITY CENTER, 131 WEST 55TH STREET Wed., April 4: Verdi's IL TROVATORE. Thurs., April 5: Walton's TROILUS AND CRESSIDA. Fri., April 6: Verdi's RICCOLETTA. Sat., Mat., April 7: Verdi's LA TRAVIATA. Sat., Eve., April 7: Strauss' DIE FLEDERMAUS. Sun., Mat., April 8: Puccini's LA BOHEME. Sun., Eve., April 8: Verdi's IL TROVATORE. Publicity: Miss Alix Williamson, CO. 5-1758.

Friday
April 6

OPENING: "AFFAIR OF HONOR" ETHEL BARRYMORE THEATRE, 243 W. 47TH ST. Dennis King with Betsy Palmer, William Prince, Edith King, Daryl Grimes in Bill Hoffman's new comedy, produced by The Theatre Guild in association with Theatre 200, Inc. Director: Robert Douglas. Settings and lighting: Ralph Alswang. Costumes: Gene Coffin. Publ.: Nat Dorfman, LO. 3-0858.

Tuesday
April 17

FIRST WEEK: THE BALLET THEATRE MET. OPERA HOUSE, 39TH ST. & B'WAY Tues., April 17: THEME AND VARIATIONS, PILLAR OF FIRE, CAPRICHOS, GRADUATION BALL. Wed., April 18: SWAN LAKE, OFFENBACH IN THE UNDERWORLD, FANCY FREE. Thurs., April 19: LES SYLPHIDES, UNDERTOW, PAS DE DEUX (BLACK SWAN), OFFENBACH IN THE UNDERWORLD. Fri., April 20: DESIGNS WITH STRINGS, GISELLE (2 Acts), INTERPLAY. Sat., Mat., April 21: SWAN LAKE, PETER AND THE WOLF, GRADUATION BALL. Sat., Eve., April 21: THEME AND VARIATIONS, FALL RIVER LEGEND, PAS DE DEUX (DON QUIXOTE), OFFENBACH IN THE UNDERWORLD. Sun., Mat., April 22: LA FILLE MAL GARDEE, PAS DE QUATRE, PRINCESS AURORA. Sun., Eve., April 22: LES SYLPHIDES, PILLAR OF FIRE, PAS DE DEUX (BLACK SWAN), FANCY FREE. Publicity: Martin Feinstein, PL. 9-6000.

Wednesday
April 18-
May 6

OPENING: "THE KING AND I" CITY CENTER, 131 WEST 55TH STREET First of three musicals to be presented by the N.Y.C. Center Light Opera Company--Rodgers and Hammerstein's production starring Jan Clayton and Zachary Scott with Muriel Smith, Yuriko, Christine Matthews, Patrick Adiarte, Ben Lackland. Director: John Fearnley. Scenery: Jo Mielziner. Lighting: Jean Rosenthal. Costumes: Irene Sharaff. Publicity: Abner Klipstein, CH. 4-7250.